

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Proceq-USA, Inc.

#### Catalyst Connection

### Proceq USA, Inc. Develops A Marketing Campaign and Achieves Growth<sup>1</sup>

#### Client Profile:

Proceq USA, Inc., manufactures portable testing equipment for the concrete, metal and paper industries. The company employs 3 people at its facility in Aliquippa, Pennsylvania.

#### Situation:

Proceq USA wanted to increase their sales growth, but first needed to understand the specific markets that used their equipment. For 45 years, the company had sold its products to distributors who, in turn, sold to the actual end users. As a result, Proceq USA was not familiar with their customer base. They contacted Catalyst Connection, a NIST MEP network affiliate, for help.

#### Solution:

Catalyst Connection proposed a plan to learn more about the specific markets that used Proceq testing equipment, and then determine where growth opportunities existed within those markets. Armed with this knowledge, Catalyst Connection helped Proceq create and execute a marketing plan to reach end users and ultimately to generate sales.

Using state-of-the-art database tools and market research, Catalyst Connection first created a database with company and contact information, including 8-digit SIC codes. This enabled Catalyst Connection to then conduct a phone survey of both current and potential customers to determine Proceq's core markets and key issues. Following an analysis of the survey results, the market segmentation plan and the database were further refined. Finally, an electronic contact system was implemented and has been used to send personalized, meaningful messages with dynamic content to potential and current customers on a regular basis. The messages focused on new products and services. As a result of these efforts and the marketing campaign, Proceq has seen increased traffic to its website, improved brand recognition and an influx of new customers. The company is also currently working with Catalyst Connection to expand the scope of the marketing campaign to other parts of North America, South America and Asia.

#### Results:

- \* Increased sales by 50 percent.
- \* Increased traffic to website.

#### Testimonial:

"We have confirmed several sales to the point where the campaign has more than paid for itself. The positive effect of the customer contact is immeasurable. Catalyst Connection is fantastic to work with, very professional and very responsive."

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Tom Ott, Sales Manager